



Syndicated Network Television Association

Results
From the 2010/11
SNTA Member Survey



Syndication's "First Minute" Leadership and Short Pod Advantage

More "first-minute" commercials and shorter breaks lead to better recall, and extend to higher commercial viewership and greater audience retention



"First Minute" Leadership and Short Pod Advantage

- **A greater percentage of "first minute" commercials means more commercial viewers**
 - Audience retention that's 20% higher than network prime
 - A 21% recall advantage
- **Syndication has the highest percentage of "first-minutes"**
 - 92% "A/B" positions for Sitcoms
 - 86% "A/B" positions for Entertainment News
 - 80% "A/B" positions for Talk
 - 73% "A/B" positions for Game Shows
- **Higher % of "A" positions than network prime and cable, too**
 - A 25% recall advantage
- **Syndication has shorter national breaks**
 - At only 2:24 in length, they're shorter than prime network
 - Syndication's sitcom breaks are even shorter, at 2:02
- **Syndication's exclusive national pods for even higher recall**
 - Syndication's **exclusive national pods are only 1:35 in length**
 - Even shorter; **:60 pods are available in 20 syndicated shows**
- **Higher commercial audience retention**
 - A 20% advantage in total households
 - Even higher in DVR households, with a 36% advantage



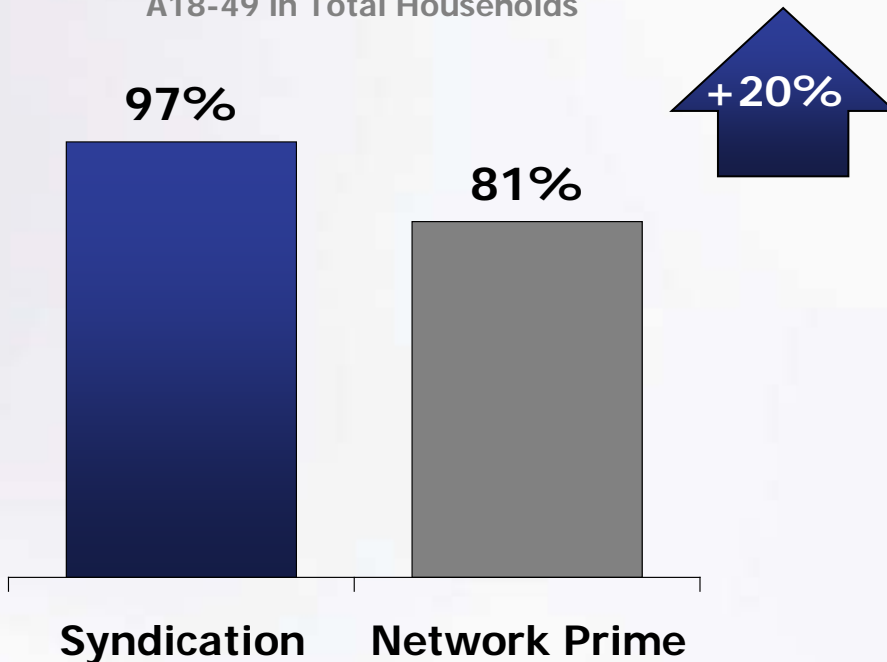
We Surveyed Our Members



- Receive program “clocks” for all regularly scheduled daily (M-F Strips)
 - # of program minutes
 - # of commercial minutes
 - Tune-ins
 - Billboards
 - Station breaks
 - Program bumpers
- Measure pod length and percentage of “A” and “B” positions

Syndication: +20% Higher Audience Retention

C3 To L3 Program
A18-49 in Total Households

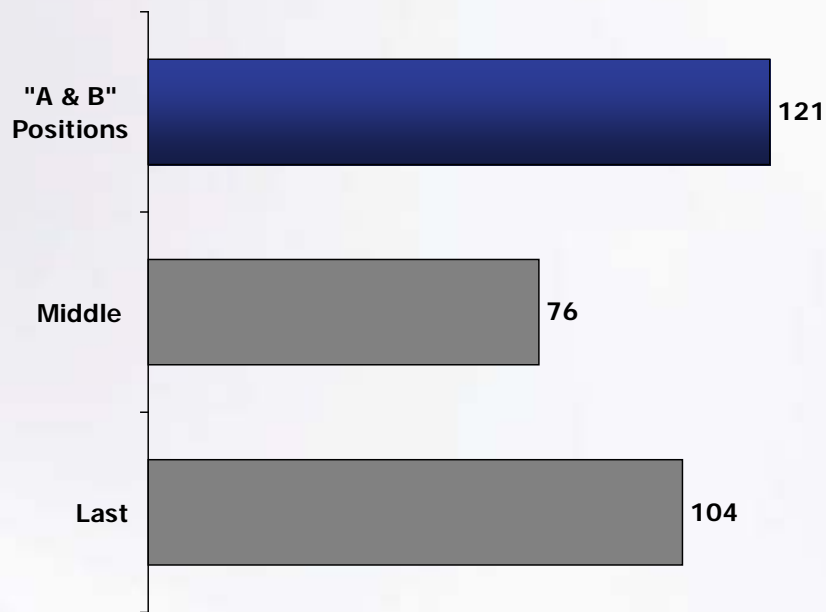


- 97% of program viewers are watching syndication's commercials
- Only 81% of Network prime viewers watch the commercials.
- This is a 20% ratings advantage for syndication



"First-Minute" Commercials Have a 21% Recall Advantage

Relative Index Adult Unaided Ad Recall

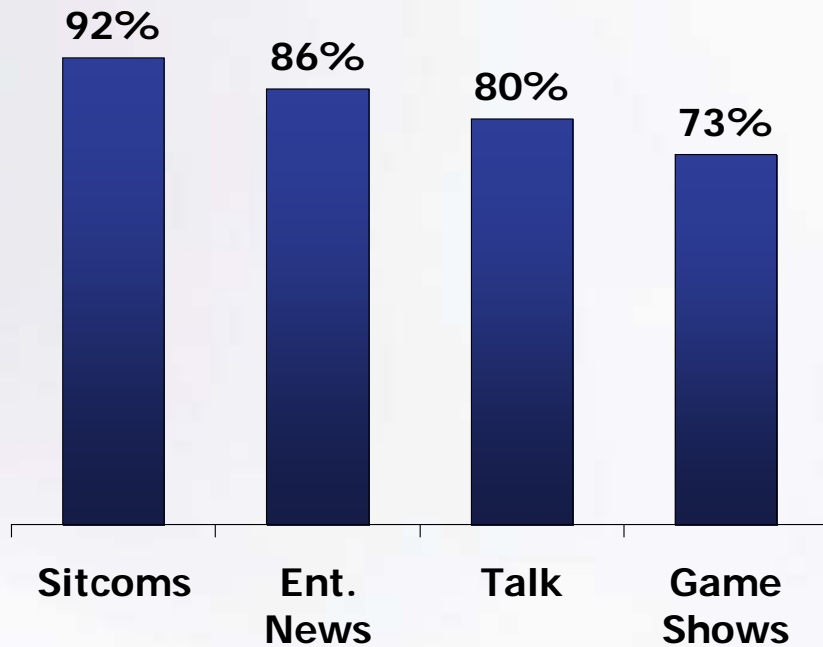


- Commercials in the "A & B" position are 21% more likely to be recalled than average commercials.
- They are nearly 60% more likely to be recalled than commercials appearing in the middle of the break.

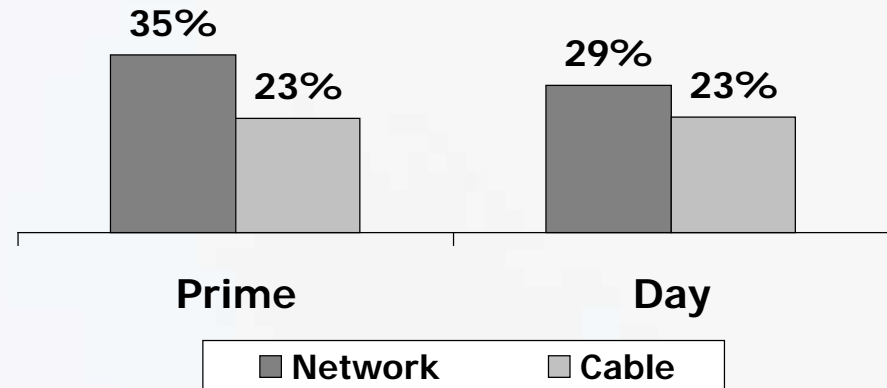


Syndication: The Most "First-Minute" Positions

% A/B Positions
M-F Syndication Strips

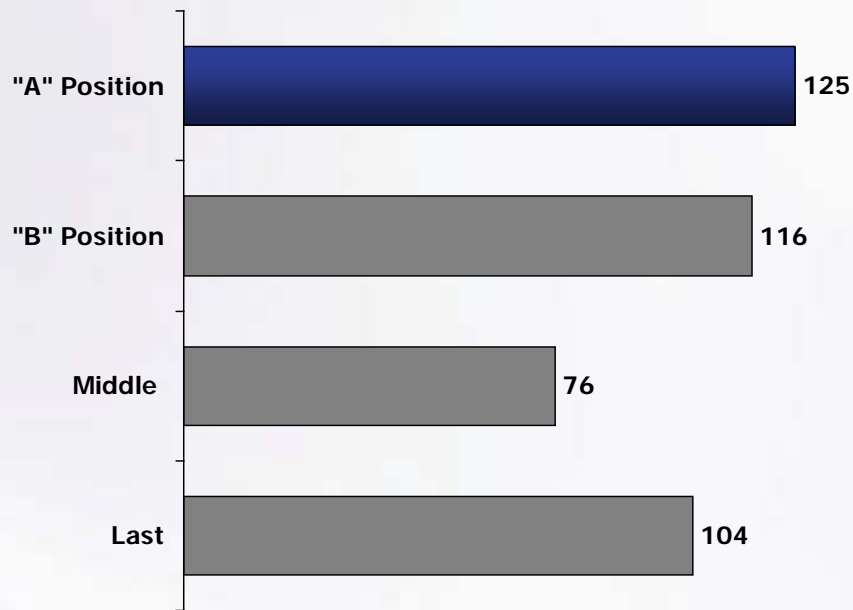


% A/B Positions
Top Network and Cable



A 25% Recall Advantage For "A" Positions

Relative Index Adult Unaided Ad Recall

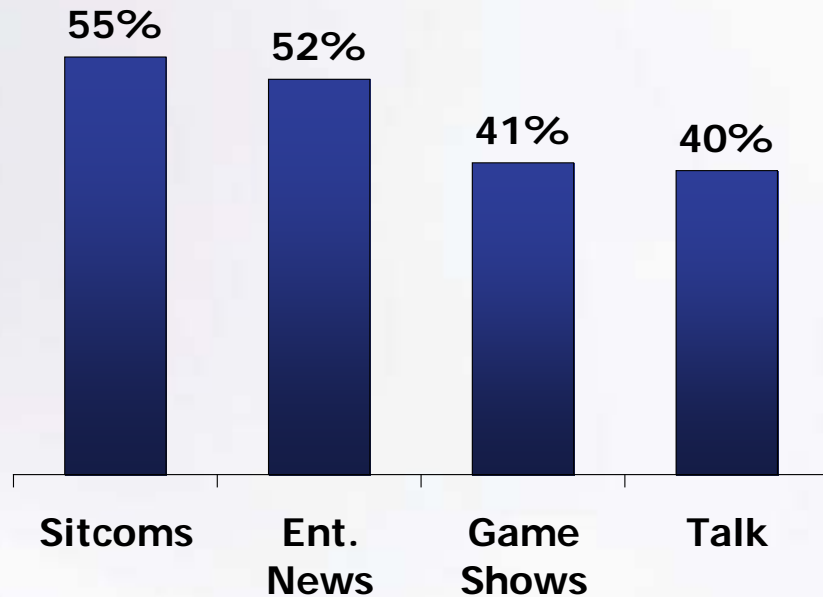


- Commercials in the "A" position are 25% more likely to be recalled than average commercials.
- They are over 60% more likely to be recalled than commercials appearing in the middle of the break.

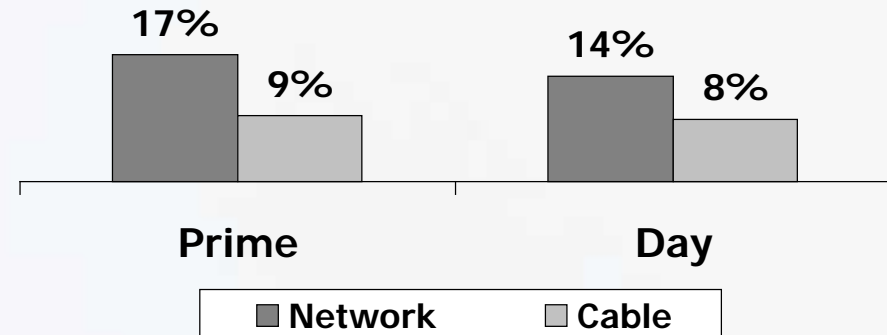


Syndication: The Highest Percentage of "A" Positions

% A Positions
M-F Syndication Strips

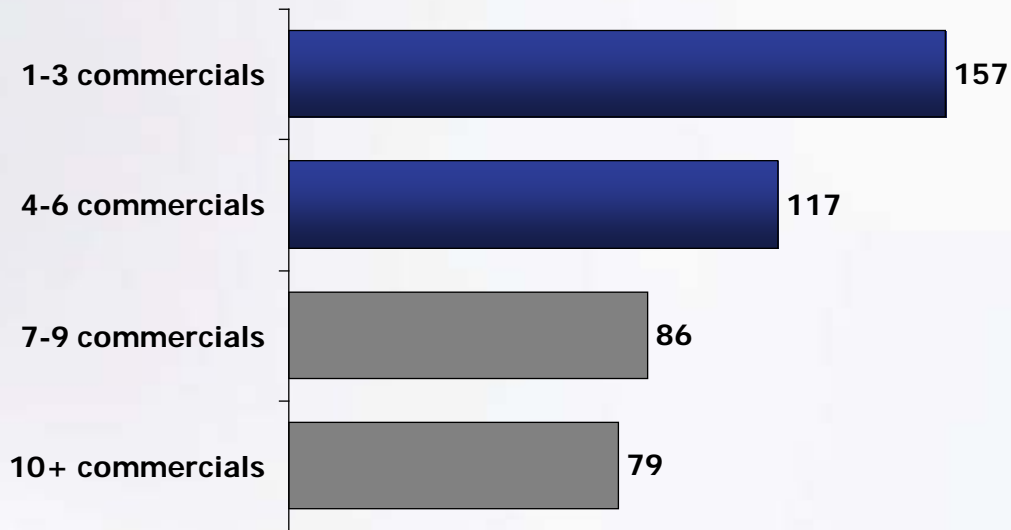


% A Positions
Top Network and Cable



Fewer Commercials Means Higher Recall

Relative Index Adult Unaided Ad Recall
by Number of Commercials in Break

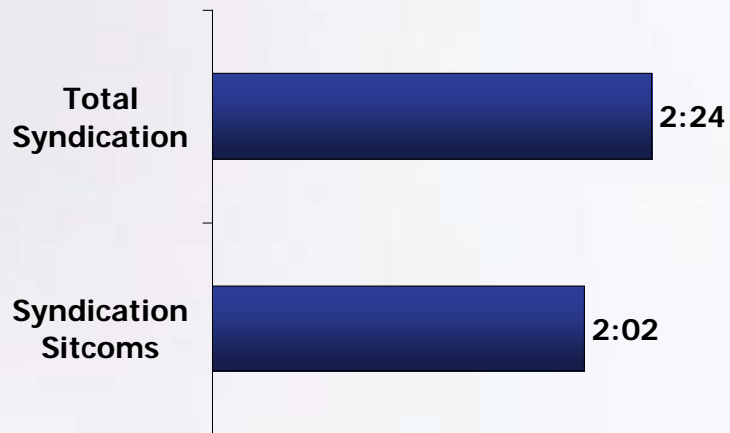


- Breaks with fewer commercials are more likely to be recalled
- Short breaks allow advertisers a clutter-free environment
- Added benefit: an increased % of “A” and “B” positions



Syndication's Breaks Are Shorter

Average Commercial Pod Length
National Breaks In Mon - Fri Strips

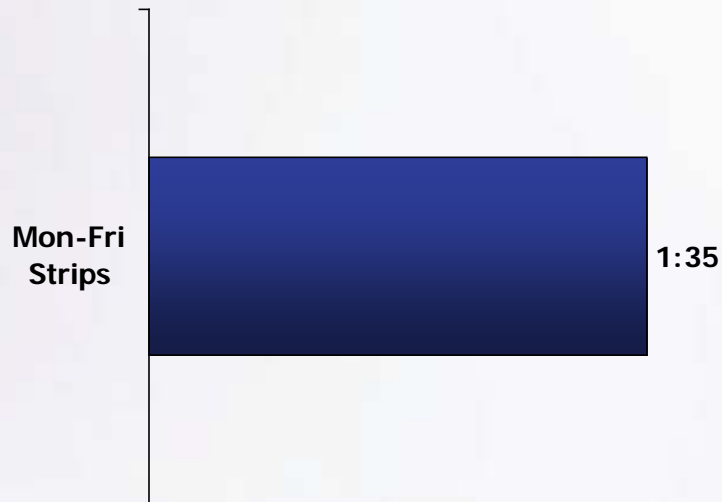


Average Commercial Pod Length



Syndication's Exclusive National Breaks: Fewer Commercials For National Advertisers

Average Commercial Pod Length
Syndication's Exclusive National Breaks



- Just over three commercials long
 - Up to a **57% higher recall advantage**
- **Competitive protection**
 - No local commercials
- **Ideal for high clutter categories**
 - Automotive
 - Telecommunications
 - Restaurants
 - Retail



Syndication's :60 Pods Communicate Even Better

- 20 syndicated shows with exclusive national :60 pods each Monday - Friday
- Short pods communicate better

ad
likeability
+61%

ad
engagement
+21%

unaided
recall
+250%

ad
attention
+31%

- 5,000 units annually at no premium

Source: Source: SNTA 10/11 Barter Syndication Member Survey M-F Sitcoms, Game.

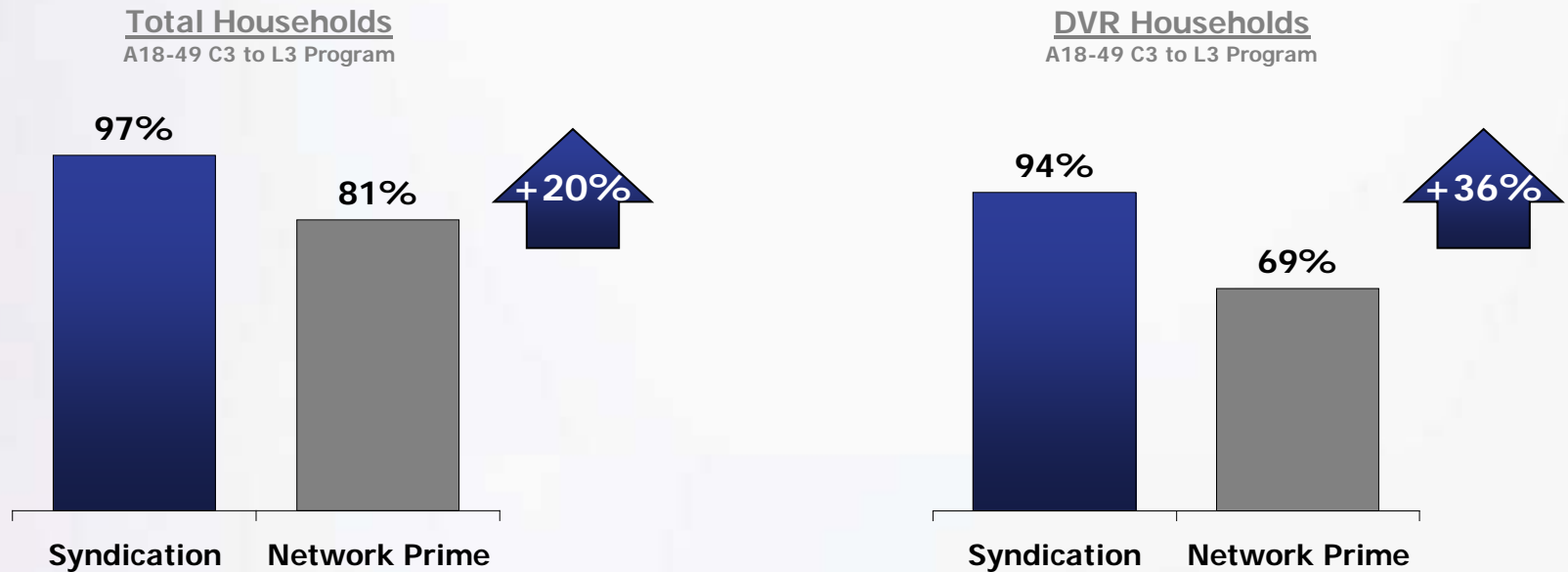
FOX, Innerscope 2008

http://www.mediaweek.com/mw/content_display/news/national-broadcast/e3i187b1de8cecc50d012ad98868d2add74

http://www.hollywoodreporter.com/hr/content_display/television/news/e3i6ade7954204f17b2b93602b33d72e631



Syndication Has Higher Commercial Retention



- Syndication's short pod advantage remains consistent in DVR households
 - Network index drops 31% in DVR households
 - Advantage over network increases to 36%

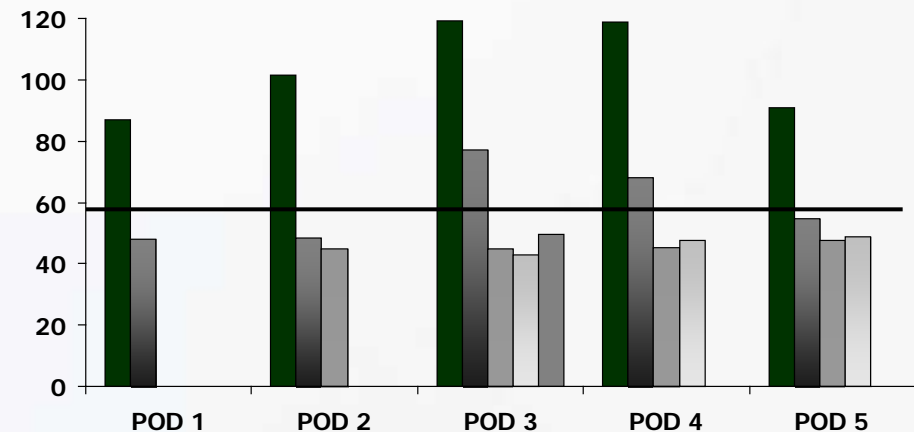
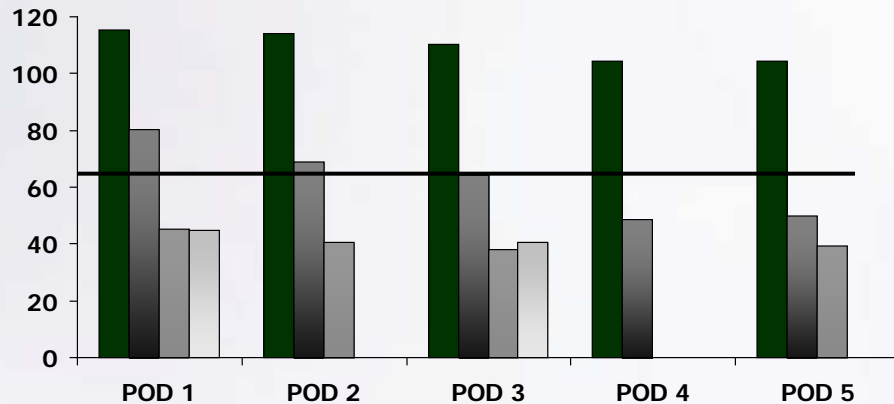


Network Prime: After The First Minute You Don't Get What You Pay For

C3 Commercial Index Adult 18-49 in DVR HHs

House
5/03/2010

Grey's Anatomy
5/13/2010



■ Minute 1 ■ Minute 2 ■ Minute 3 ■ Minute 4



Syndication's Short Pods: Proven Results

- **Television's highest % of "A" and "B" positions**
- **Better audience retention and recall**
- **Shorter pods than network prime**
- **National exclusive pods for even higher recall**
- **Exclusive :60 pods in 20 syndicated shows**
- **Higher commercial audience retention in total and DVR households**





Syndication:

*More first minutes + shorter pods =
better recall + higher commercial viewership*